

HONORING THE LIFE AND LEGACY  
OF MURRAY LENDER

## HON. ROSA L. DeLAURO

OF CONNECTICUT

IN THE HOUSE OF REPRESENTATIVES

*Monday, March 26, 2012*

Ms. DeLAURO. Mr. Speaker, it is with the heaviest of hearts that I rise today to pay tribute to the life and legacy of one of our community's most outstanding entrepreneurs and my dear friend, Murray Lender, who we lost on March 21st at the age of eighty-one. A bagel baker, food executive and philanthropist, who helped bring the bagel to kitchens across the nation, Murray was a close friend and I was deeply saddened to learn of his passing. Murray never forgot his roots and humble beginnings in New Haven while he worked to foster good will and humanitarianism. He was a special person and leader, part of a special family that takes care of each other, bringing jobs to networks of friends and serving the larger community.

Along with his two brothers, Marvin and Sam, Murray turned the dream of "bagelizing" America into a reality through the process of freezing the bagel, which the family pioneered in the early 1960s. Murray, who began counting bagels in the family's backyard bakery before he was eleven, became a food marketing innovator. He took what was formerly only an ethnic product and made it a national staple, available to all. In 1963, Lender's introduced a branded retail pack of frozen bagels. Murray saw frozen foods, which was a new category of products, as an opportunity for greater distribution and expanding the market to new users.

Free publicity was also a key to their success. Murray could be seen presenting a life-sized bagel on the Tonight Show to Johnny Carson, or on Capitol Hill presenting Tip O'Neill with a giant green bagel on St. Patrick's Day. Whether in animated form, or live, lying on the bread shelf in the supermarket, there wasn't much that Murray wouldn't do to sell his product. Lender's Bagels was sold to Kraft food in 1985, but Murray remained with the company to continue his work as spokesman.

Murray was forever passionate about the concept of frozen foods and became involved in all associations directed at strengthening its image. He was Chairman of the National Frozen Food Association, NFFA, as well as the chairman of the 50th Anniversary of Frozen Foods, a national promotion staged in 1980. He pioneered and co-chaired the first National Frozen Food Month in March of 1984, an industry wide month of promotional retail and foodservice activity among frozen food manufacturers. Murray would never go a day dressed without a penguin—the frozen food marketing symbol—whether it be a tie, a pin, socks or a hat. He was recognized by this industry with numerous awards throughout his lifetime.

In more recent years, Murray directed his focus toward philanthropic work. His energy and creative thinking had a major impact on anything he undertook, particularly in his hometown of New Haven. Active in both the local Jewish community, as well as his Alma Mater, Quinnipiac University, Murray's influence can be seen throughout the city, which has recognized him with a school playground

in his name, the ADL Torch of Liberty Award, and an honorary Doctor of Humane Letters from Quinnipiac University, to name a few.

Murray Lender was an extraordinary human being and I consider myself fortunate to have called him my friend. He leaves such a legacy that we celebrate, even as we mourn his passing. I extend my deepest sympathies to his wife, Gillie; his children, daughter Haris and her husband, Evan, and sons Carl and Jay as well as his brother Marvin and his wife Helaine. We can see the unfailing smile in the face of adversity and all his work that carries on. He lit up the world. We will miss him.

## HONORING ROD BLONIEEN

## HON. JEFF DENHAM

OF CALIFORNIA

IN THE HOUSE OF REPRESENTATIVES

*Monday, March 26, 2012*

Mr. DENHAM. Mr. Speaker, I rise today with a heavy heart after the passing of Rod Blonien.

Rodney J. Blonien was born July 20, 1946 in Wisconsin Rapids, Wisconsin, to Janet and Clayton Blonien. He was the oldest of four. He attended the University of San Francisco and Santa Clara Law School, and achieved the rank of captain in the Army National Guard.

Mr. Blonien was a Capitol fixture for years having served as Assistant Legal Affairs Secretary to California Gov. Ronald Reagan, Senior Assistant to Attorney General George Deukmejian then Legislative Secretary to California Gov. Deukmejian, and Under Secretary of the Youth and Adult Correctional Agency.

While working for the California Department of Corrections, Mr. Blonien reduced prison construction time from 5 to 2 years. Today, his program serves as a national model. He worked to enact stringent sentences for criminal offenders, and implemented Driving Under the Influence (D.U.I.) checkpoints.

He is survived by his wife of 45 years, Noreen, and four children—Ryan, Jessica, Molly and Jarhett—and 11 grandchildren.

EDWARDSVILLE INTELLIGENCER  
150TH

## HON. JOHN SHIMKUS

OF ILLINOIS

IN THE HOUSE OF REPRESENTATIVES

*Monday, March 26, 2012*

Mr. SHIMKUS. Mr. Speaker, I rise today to honor the Edwardsville Intelligencer, a local newspaper serving Madison County, Illinois, on its 150th anniversary.

First called the Madison Intelligencer, the first weekly issue was published on November 13, 1862. It has been in continuous operation since, and it can proudly call itself Edwardsville's oldest business. In the last century and a half, the Edwardsville Intelligencer has expanded to daily publication and has covered all the pivotal moments in our nation's history. It has withstood the inventions of radio, television, and the internet and has recently expanded to include an e-Edition, which complements the print edition's continued success.

During its long history, the Intelligencer has been an easily accessible source of informa-

tion and culture in the region. It has a constant presence in the community. For decades it has participated in local charities and community events, and it even distributes newspapers to local schools at no charge. It is truly a vital resource for the greater Edwardsville area.

I am pleased to congratulate the Edwardsville Intelligencer on its 150th anniversary, and I thank them for their contributions to the community. I wish them continued success in the years to come.

IN HONOR OF ST. LOUIS FIRE  
CHIEF NEIL J. SVETANICS

## HON. RUSS CARNAHAN

OF MISSOURI

IN THE HOUSE OF REPRESENTATIVES

*Monday, March 26, 2012*

Mr. CARNAHAN. Mr. Speaker, I rise today to recognize Lemay Fire Protection District Chief Neil J. Svetanics, who is marking his 50th year of fire service in 2012.

Neil Svetanics was born in 1940 in the Water Tower area of North St. Louis. He left high school early to enlist in the United States Marine Corps, from which he was honorably discharged in 1960. Mr. Svetanics became a member of the St. Louis Fire Department in 1962, where he quickly rose through the ranks. He was named chief in 1986, becoming the youngest chief in the department's history and the first to hold a college degree.

Mr. Svetanics held the position of chief for over 13 years, becoming the third longest serving fire chief in the St. Louis Fire Department's storied history. Under his leadership, the Department established a City/County Mutual Aid Policy, promoted a record number of minorities to leadership positions, and hired the department's first women members.

Mr. Svetanics was selected by the International Association of Fire Chiefs as their 1998 "Fire Chief of the Year," and he retired from his post the following year. Chief Svetanics also received the 2001 Lifetime Contribution to the St. Louis Fire Department Award. In 2002, Mr. Svetanics became the Chief of the Lemay Fire Protection District, a position which he still holds today. To date, Mr. Svetanics has dedicated over 50 years of service to fire departments in and around St. Louis, the majority in positions of great responsibility.

Mr. Svetanics has dedicated much of his life to serving the St. Louis community, and has been deservedly awarded numerous honors from various organizations ranging from the public, the not-for-profit, and private sectors.

Mr. Svetanics is the President of the St. Louis Firefighters Memorial Statue Fund, the Founder and past President of the Baden Neighborhood Improvement Association, former Chairman of the United Way of Greater St. Louis Government Division, President of the St. Florian Society, a former member of the Board of Directors at the American Red Cross, and a member of the board of the St. Louis Backstoppers, the Mathews-Dickey Boys' Club, the Salvation Army, and the American Red Cross.

Mr. Svetanics is celebrating another anniversary this year along with his wife, Judy Spreng. The couple celebrated their 50th anniversary in January with their wonderful family—children Maureen, Katie, Amy, and Lisa, four sons-in-law, and eight grandchildren.